



FOR IMMEDIATE RELEASE
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The Office of Violence Prevention and City of Milwaukee Commission on Domestic Violence and Sexual Assault Recognize Domestic Violence Awareness Month

Leaders highlight efforts and events held to support those affected by domestic violence

MILWAUKEE – The Commission on Domestic Violence and Sexual Assault is calling on all Milwaukee area residents to wear **purple** on “Purple Thursday” tomorrow, October 24th. The purpose of this day is to show solidarity with local survivors and to honor the lives lost to domestic violence (DV). The effort is part of the annual DV awareness month in Milwaukee. To show support for this cause, purple ribbons will be available, free of charge, in the City Hall Rotunda. Individuals are encouraged to wear their ribbon throughout the remainder of October to take a stand against DV.

Domestic Violence Awareness Month evolved from a national “Day of Unity” held in October 1981 through the National Coalition against Domestic Violence. The intent was to connect advocates across the nation who work to end intimate partner violence (IPV). These efforts are supported locally by Mayor Tom Barret, Commissioner Kowalik, the Commission on Domestic Violence and Sexual Assault, along with other local organizations. Those who support these efforts stand together to:

- Honor those who have lost their lives as a result of DV;
- Celebrate survivors of DV;
- Increase community awareness of resources and services available;
- Educate on all forms of domestic violence and warning signs.

Domestic Violence Awareness Month Milwaukee provides the opportunity for partners such as the Commission on Domestic Violence and Sexual Assault, the Office of Violence Prevention (OVP), Sojourner Family Peace Center, UMOS, and Asha Family Services to unite and expose the seriousness of IPV. This year, OVP and the Commission on Domestic Violence and Sexual Assault hosted a first-of-its-kind event, *Love without Violence Conference*. Several groups joined together to discuss and address tough issues surrounding DV and the impact it has on the community.

This year we join our national allies in emphasizing a call to action to bring not only awareness to the issue, but demand action to break the cycle. We ask everyone to commit to doing at least one (1) thing to help prevent DV through awareness, advocacy, or posting to social media using the hashtag #1THING. Additionally, those individuals or groups interested in raising awareness and standing with survivors are asked to tag the City of Milwaukee Office of Violence Prevention’s Facebook page tomorrow, wearing their **purple**. Please use the hashtags #EndDomesticViolenceMKE #PurpleThursday #414Life on all social media outlets.

By taking a stand, we intend to remind the nation that there are still countless people impacted by DV including survivors, their children, families, friends, and the community. Through OVP and the Commission on Domestic Violence and Sexual Assault, the city remains committed to raising awareness of this issue and engaging all segments of the community in putting an end to DV.

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